**Title** : Web Page Writing Technique Checklist

**Instructions** : Use this checklist to observe and record students’ skills while they work on creating Web sites.

|  | **Developing** | **Proficient** | **Comments** |
| --- | --- | --- | --- |
| Language is specific and accurate. |  |  |  |
| Language is powerful and interesting. |  |  |  |
| Topic is appropriately narrowed. |  |  |  |
| Adequate information is supported by credible sources. |  |  |  |
| Sources are identified clearly. |  |  |  |
| Credibility of sources is evident. |  |  |  |
| Readers’ questions are anticipated and addressed. |  |  |  |
| Site is updated regularly. |  |  |  |
| Language engages reader. |  |  |  |
| Technical terms are defined, if necessary. |  |  |  |
| Sentences are short and easy to understand. |  |  |  |
| Sentences have varied beginnings. |  |  |  |
| Web pages make sense by themselves. |  |  |  |
| Sentences have varied structures. |  |  |  |
| Writing has rhythm. |  |  |  |
| Internal links facilitate navigation through the site. |  |  |  |
| Terms are highlighted appropriately. |  |  |  |
| Sentence fragments, if used, are used appropriately. |  |  |  |
| All words are spelled correctly. |  |  |  |
| Headings and subheadings divide each page into meaningful chunks. |  |  |  |
| Relationships among ideas are shown visually. |  |  |  |
| All words are capitalized correctly. |  |  |  |
| Paragraphs are short, compact, and convey high-level information. |  |  |  |
| Punctuation is correct. |  |  |  |
| Detailed information is included on linked pages, not on the home page. |  |  |  |
| Standard English is used throughout the site. |  |  |  |
| Site is written for random, interested readers. |  |  |  |
| Tone reflects authority and credibility. |  |  |  |
| Topic is important and interesting. |  |  |  |
| Reasons for why the topic is important are provided. |  |  |  |
| Web site reflects each author’s commitment to the topic. |  |  |  |